(c) New initiatives to re-invigorate Tourist Offices abroad to promote in bound tourism are:—

(1) Aggressive promotional measures through Print and Television Media to focus on cultural heritage and pilgrimage tourism.

(2) Extensive use of information technology to improve tourist information & facilitation.

(3) Use of direct promotional methods like mailers, coupon response etc.

(4) New segmented strategies to bring focus in their marketing campaigns such as tapping of NRIs/Ethnic Markets/ Promotion of India during lean season/promotion of Yoga and Ayurveda systems of healing for mental, spiritual and physical health etc.

(5) Aggressive promotion of Explore India in the Millennium Year activities.

Auditing of Tourist Offices Abroad

765. SHRI RAMACHANDRAIAH RUMANDLA: Will the Minister of TOURISM be pleased to state:

(a) whether tourist offices aborad are audited;

(b) if so, the results of such audit of Argentina tourist offices; and

(c) if not, the steps proposed to get all tourist offices audited?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) Yes, Sir.

(b) and (c) The office of the Comptroller and Auditor General of India as well as the Internal Audit Wing of the Ministry of Tourism conduct audits of the Govt. of India Tourist Offices abroad. Govt. of India Tourist Office in Buenos Aires, Argentina was opened in 1998 only and its audit is yet to be conducted.